

BRAND GUIDELINES



June 2017

Welcome to First 5 Fresno County.

This book contains everything you need to know about us, and our brand. We are passionate about the work we do. And we are passionate about the brand we've built. So please let the following pages guide you through the proper way to publish, portray and apply our visual identity.

A LITTLE BIT ABOUT US...

We put children and families first. Since 1998, we've worked to establish a tight-knit network of services for young children and their families. Through our partnerships and expertise, we have proudly become a resource where parents and caregivers can access the services they need to support their children's social, emotional and physical well-being.

In 2015 we created the Lighthouse for Children. With that, this innovative space, located at 2405 Tulare Street, was built to be a place where Fresno County families can receive resources and information on how to support the transformative first 5 years of their child's life. More information on the Lighthouse for Children can be found in its accompanying brand guide, or at **lcfresno.org**.

Thank you for taking the time to learn about our brand. We look forward to working with you!

Logo Treatment

BE ONE WITH OUR LOGO

Our logo. It's our seal of approval. Our signature. The single mark that represents us wherever we go. Which is why it's important that we always use it properly. The following pages display the do's, don'ts, and other details that will help ensure the First 5 Fresno County logo is properly represented.

Color



Reversed



Black



Logo Treatment

Tagline



When full identification of the First 5 Fresno County brand and mission is required, the tagline version should be used. The tagline's proportion and position to the logo cannot be changed. If the logo is being used so small that the tagline is not legible, then it should be removed.

Minimum Size

A minimum size of 1" wide, scaled proportionately, is necessary to maintain legibility.



1" wide

Clear Space

A clear space equal to the width and height of the "hand" box should be maintained around all four sides of the logo.



Logo Treatment

Incorrect Usage

The following are examples of usage that are not allowed.

Do not change logo colors



Do not skew logo



Do not place logo on busy backgrounds



Do not rearrange or alter logo elements



Brand Tone

WE'RE COMMUNICATORS

Personality is important. When working with diverse audiences, having a consistent brand voice is imperative. Everything written in the First 5 Fresno County voice should always be clear, knowledgeable, friendly and concise. This brand guideline document is a good example of the First 5 Fresno County voice.

WORDS TO WRITE BY

The following is a defined list of ways in which we should be consistently identifying common topics and partners in all forms of internal and external facing communication.

1. Always use “5” when writing our Agency’s name (First 5 Fresno County).
2. The first mention of our name should appear in its primary identification form; First 5 Fresno County. The acronym, F5FC, can then be used in all subsequent mentions of our Agency’s name.
3. All references to the children who are the focus of F5FC efforts should always be written as children ages 0 to 5 or child age 0 to 5.
4. The Lighthouse for Children was built as a stand-alone entity to support the children and families of Fresno County. Using the Lighthouse name in conjunction with the F5FC name should always appear as Lighthouse for Children by First 5 Fresno County and not First Five Fresno County’s Lighthouse for Children.
5. “Stakeholders” refer to the audience with which we communicate.

Photography

TAKE YOUR PIC

We're here to connect with our community. Which makes the photography we use in our outward communications even more important. The photos we use should always have strong story appeal, use interesting crops, and never look unnatural or posed. For sake of clarification, below are a few examples acceptable and non-acceptable photography choices.

No!



Too posed



Too unrealistic



Studio shot

Yes!



Feels real



Feels spontaneous



Tells a story

** Photos of Fresno County children must have signed consent before use.*

Color and Typography

FEEL THE 5

Everything from office reminders to outdoor billboards should all feel like the First 5 Fresno County brand. And using consistent fonts and color palettes in our communication pieces is a good way to ensure we're always on brand. The following are appropriate web-ready, email-ready and print ready fonts and colors that officially represent the First 5 Fresno County brand.

Color

SAY IT WITH COLOR

Our color palette is carefully chosen to be fun, youthful, and modern. The primary palette is versatile and complements the brand with cheerful energy. The secondary palette consists of lighter shades of the primary palette and provides versatility when creating different combinations.

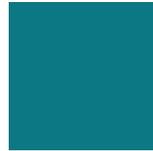
The primary palette consists of color that are very saturated and bold, and when only used together they can appear to fight each other for dominance. The secondary palette is available to provide complementary hues that are softer, and therefore more colors can be combined without getting too overwhelming.

A good rule of thumb for combining colors is to choose one dominant color from the primary palette and complement it with colors from the opposite side of the color wheel (blue with orange, red with green, etc).

Color

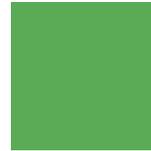
SAY IT WITH COLOR

Primary Palette



Teal

PMS 2223
CMYK: 87/38/42/9
RGB: 12/120/132



Green

PMS 369
CMYK: 63/0/84/12
RGB: 89/170/86



Red

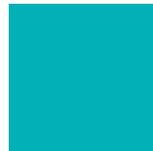
PMS 485
CMYK: 5/100/100/0
RGB: 227/31/38



Orange

PMS 137
CMYK: 0/48/100/0
RGB: 248/151/29

Secondary Palette



Aqua

PMS 319
CMYK: 75/6/30/0
RGB: 1/176/184



Chartreuse

PMS 382
CMYK: 32/0/100/0
RGB: 183/213/50



Poppy

PMS 171
CMYK: 0/80/80/0
RGB: 241/91/64



Gold

PMS 7548
CMYK: 0/25/100/0
RGB: 255/194/14

Note: Pantone values (PMS) are specified when products are printed using single inks and require precise color matching. This occurs most often in collateral printing. CMYK values are used when creating art for printing using a 4-color process, such as print ads. RGB values are used in art that will be viewed digitally.

Typography

IT'S JUST OUR TYPE

Typography has a lot of personality, and the following typeface families reflect the modern, approachable friendliness of the First 5 Fresno County brand.

Primary Font*

Archer is the primary font because it is uniquely well-suited for both headlines and body copy. It is legible and friendly. For use in all outward-facing marketing materials.

Archer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Secondary Font*

When a second font is needed for variety, Avenir pairs well with Archer. It is an open and clean sans-serif font.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Substitute Font

Arial is a font found on most computers. It is to be used in internal communications if Archer and Avenir are not available.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

**If you do not have access to these fonts, please contact us at info@first5fresno.org.*

Questions?

PLEASE DON'T HESITATE TO CONTACT US!

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